

COVERAGE OF THE ELECTIONS IN ONLINE MEDIA

One of the main challenges for the Georgian online media was to **separate editorial content from articles** prepared within commercial agreements.

During the pre-election period, presumably commercial content was published in a number of online media outlets, **without clear indication**.



MOST COMMON PROBLEMS RELATED TO COMMERCIAL CONTENT:



no indication was made that the content was commercial

Following media portals:

For.ge | Medianews.ge | News.ge | Presa.ge



the indications were confusing and unclear

For example:

® - [The meaning is not clarified]
- inforustavi.ge

*NS - News from Subscribers - ipn.ge



Indications were placed in a hardly noticeable places, e.g. at the end of the article.

It is clarified on the website, that materials prepared within commercial agreements are marked by **NS*

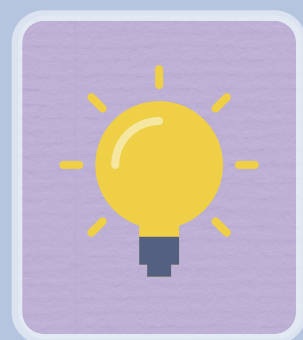
THE INDICATION FOR THE COMMERCIAL CONTENT IS ADVISED TO BE:



Placed at the beginning of the article, be easily noticeable



Written in Georgian language



Clear